



Random Acts of Green, Inc. stands against Greenwashing. We only want to work with organizations who truly want to make changes to their businesses to better the impact they have on the planet. **We understand that no business , or person, is perfect.** However, lying and deceptive marketing tactics are **not OK** with us. We only work with companies who understand this. We will challenge claims to ensure that we uphold our values of truly celebrating positive environmental changes.

## **POLICY ON GREENWASHING**

### **What is Greenwashing?**

- A deceiving practice to spin companies and products as “green” and eco-friendly, more than they actually are in reality
- It is considered a misleading marketing tactic that works by appealing to customers who want to be more environmentally sound.
- It is the process of **conveying false impression** or **unsubstantiated claim** to deceive consumers into believing that a company’s products are environmentally friendly.
- Greenwashing is an attempt to capitalize on the growing demand for environmentally sound products – whether that means they are more natural, healthier, free of chemicals, recyclable or less wasteful of natural resources.

Green Marketing tactics are deceptively used to persuade the public that an organization’s products, aims and policies are environmentally friendly.



## How do you spot the difference?

- **Specifics:** Marketers of truly green products are happy **to be specific** about the beneficial attributes of their products **An environmental marketing claim** should specify whether it refers to the product, packaging, or just a portion of the product or package
- **Transparency: organizations must be transparent** about their products, packaging, and advertising
- **Clear:** the sustainability claims are **in plain language and readable type** in close proximity to the claim.
- **Not Overexaggerate** – the claim should specify whether it refers to the product, packaging, or just a portion of the product or package
- A product's marketing claim **should not overstate**, directly or indirectly of an environmental attribute or benefit
- **They don't try and hide their mistakes** – *rather, they acknowledge they are not perfect and are transparent about moving forward in a positive direction and spell out efforts about how they are working toward changes*
- **Better business practices:** companies should be implementing better business practices that minimize environmental impact , **not just talking about it**
- **Data:** what research has been conducted behind the product? Have their been academic articles to back up claims?

## Our Stance:

- Businesses need to be authentic in making changes to their operational practices in order to be truly green, rather than just talking about it
- Businesses must share our core values to actually strive to do more and be better and look for consistent ways to reduce their impact
- Businesses don't need to be perfect, but they need to be willing to make continuous improvements and learn!

**WE HAVE TO HOLD OURSELVES ACCOUNTABLE!**

**LET'S WORK TOGETHER TO TRULY MAKE CHANGES - BOTH BIG AND SMALL - THAT ARE MAKING AN IMPACT FOR OUR PLANET.**